

**BUSINESS HISTORY REVIEW**  
**TABLE OF CONTENTS**

**VOLUME XXXVII**

**1963**

***EDITOR-IN-CHIEF***

**RALPH W. HIDY**

***EDITOR***

**ARTHUR M. JOHNSON**

***MANAGING EDITOR***

**JAMES P. BAUGHMAN**

**PUBLISHED QUARTERLY BY**

**THE HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION  
SOLDIERS FIELD, BOSTON, MASSACHUSETTS, 02163**

**1963**

'The *Business History Review* is a continuation of the *Bulletin of the Business Historical Society*, published from 1926 through 1953, and has carried on the volume numbers from that publication. Back issues and a General Index to Volumes I through XXVII of the *Bulletin* may be obtained from the Kraus Reprint Corporation, 16 East 46th Street, New York 17, New York. Back issues and indexes for Volumes XXVIII through XXXV of the *Review* may also be obtained from the Kraus Reprint Corporation; and back issues for Volumes XXXVI and XXXVII from the *Business History Review*, Baker 214-16, Soldiers Field, Boston, Massachusetts 02163. Beginning with Volume XXXVI (1962), indexes will be issued every five years.

Copyright ©, 1963, by the President and Fellows of Harvard College

# CONTENTS OF VOLUME XXXVII

1963

## ARTICLES

### NUMBERS 1 & 2

Fashion: Its Sense of History — Its Selling Power. By <i>Adolph I. Klein</i> . . .	1
A Needed Distinction in Fashion Study. By <i>Fritz Redlich</i> . . .	3
The Importance of Fashions in Taste to Business History: An Introductory Essay. By <i>Dwight E. Robinson</i> . . .	5
Fashion, Sumptuary Laws, and Business. By <i>Herman Freudenberger</i> . . .	37
To Set a Smart Board: Fashion as the Decisive Factor in the Development of the Scottish Linen Damask Industry. By <i>Adolph S. Cavallo</i> . . .	49
The Case of the Dying Kimono: The Influence of Changing Fashions on the Development of the Japanese Woolen Industry. By <i>Keiichiro Nakagawa and Henry Rosovsky</i> . . .	59
"From Sputniks to Panties:" Is Economic Development Really That Easy? By <i>Marshall I. Goldman</i> . . .	81
A Conjecture about Fashion and Vertical Process Integration. By <i>Richard S. Rosenbloom</i> . . .	94

LAGNIAPPE . . . . .	98
A Thirteenth-Century Castilian Sumptuary Law . . . . .	98

THE EDITORS' CORNER . . . . .	101
Announcement of Special Issues . . . . .	101
Business History at Syracuse University . . . . .	101
<i>Economic Impact of American Civil War</i> . . . . .	102
American Historical Association . . . . .	102
Books on Labor History . . . . .	103
<i>Studies in Enterprise</i> . . . . .	104
Business History of British Colonies . . . . .	104
Newcomen Awards in Business History . . . . .	106

### NUMBER 3

The Development of Modern Financial Reporting Practices among American Manufacturing Corporations. By <i>David F. Hawkins</i> . . . . .	135
Illinois Business Incorporations, 1816-1869. By <i>John W. Eilert</i> . . . . .	169
The Changing Nature of Innovation in Marketing: A Study of Selected Business Leaders, 1852-1958. By <i>Alvin J. Silk and Louis William Stern</i> . . .	182
Torrey's Frontier Post No. 2: A Business History. By <i>George R. Nielsen</i> . . .	201
The Takashima Mine: British Capital and Japanese Industrialization. By <i>John McMaster</i> . . . . .	217

British Business History: A Review of Recent Books. By <i>Francis E. Hyde</i> . . .	240
Studies in Enterprise, 1962: A Selected Bibliography. By <i>Lorna M. Daniells</i> . . .	251

LAGNIAPPE . . . . .	266
Contract of the Painter Albrecht Durer, 1497 . . . . .	266

THE EDITORS' CORNER . . . . .	268
Announcement of Special Fashion Exhibition . . . . .	268
Newcomen \$1,000 Award in Business History . . . . .	268
<i>Explorations in Entrepreneurial History, Second Series</i> . . . . .	268
Organized Crime as Business Enterprise . . . . .	269
International Correspondents of the Review . . . . .	269
Books on Business History . . . . .	269
Ninth Annual Conference on Business History . . . . .	270
A History of the Corporation . . . . .	270
Wisconsin Business Manuscripts . . . . .	270
Newcomen Awards in Business History . . . . .	278

#### NUMBER 4

The Entrepreneurial Spirit in Rhode Island History. By <i>Peter J. Coleman</i> . . .	319
Entrepreneurship and Western Development: The Case of Micajah T. Williams. By <i>Harry N. Scheiber</i> . . . . .	345
Systematic Management: Design for Organizational Recoupling in American Manufacturing Firms. By <i>Joseph A. Litterer</i> . . . . .	369
A British Firm on the American West Coast, 1869-1914. By <i>Morton Rothstein</i> . . .	392
Some Recent Developments of Business History in Germany, Austria, and Switzerland. By <i>Wolfram Fischer</i> . . . . .	416

LAGNIAPPE . . . . .	437
Business Failures in the Panic of 1857 . . . . .	437

THE EDITORS' CORNER . . . . .	444
Appointments to Advisory Board . . . . .	444
1964 Business History Conference . . . . .	444
Papers on Entrepreneurship . . . . .	444
Hagley Museum Fellowships . . . . .	445
Eleutherian Mills Historical Library Grants-in-Aid . . . . .	445
Archival Acquisitions . . . . .	445
A Note on Fashion Leadership . . . . .	448
A Note on Fashion Leadership: Reply . . . . .	451

#### BOOK REVIEWS

##### NUMBERS 1 & 2

Bursk, Edward C., Donald T. Clark, and Ralph W. Hidy (eds.), <i>The World of Business: A Selected Library of the Literature of Business from the Accounting Code of Hammurabi to the 20th Century "Administrator's Prayer."</i>	
Reviewed by Paul W. Gates . . . . .	108

Nettels, Curtis P., <i>The Emergence of a National Economy</i> . Reviewed by Carter Goodrich . . . . .	110
McNitt, Frank, <i>The Indian Traders</i> . Reviewed by Robert G. Athearn . . . . .	111
Goodrich, Carter, Julius Rubin, H. Jerome Cranmer, and Harvey H. Segal, <i>Canals and Economic Development</i> . Reviewed by Robert W. Fogel . . . . .	113
Tute, Warren, <i>Atlantic Conquest: The Men and Ships of the Glorious Age of Steam</i> . Reviewed by David B. Tyler . . . . .	114
O'Connor, Richard, <i>Gould's Millions</i> . Reviewed by William T. Doherty, Jr. . . . .	115
Spence, Hartzell, <i>Portrait in Oil: How The Ohio Oil Company Grew to Become Marathon</i> . Reviewed by Gerald T. White . . . . .	116
Hilton, George W., <i>The Great Lakes Car Ferries</i> . Reviewed by Daniel O. Fletcher . . . . .	117
Hickman, Nollie, <i>Mississippi Harvest: Lumbering in the Longleaf Pine Belt, 1840-1915</i> . Reviewed by Robert S. Maxwell . . . . .	119
Lavender, David, <i>The Story of Cyprus Mines Corporation</i> . Reviewed by Willard Thorp . . . . .	120
Habakkuk, H. J., <i>American and British Technology in the Nineteenth Century</i> . Reviewed by William N. Parker . . . . .	121
Roy, Joseph-Antoine, <i>Histoire de la Famille Schneider et du Creusot</i> . Reviewed by Claude Fohlen . . . . .	122
Bennett, Edward W., <i>Germany and the Diplomacy of the Financial Crises, 1931</i> . Reviewed by Amos Simpson . . . . .	124
Kaufman, Adam, <i>Small-Scale Industry in the Soviet Union</i> . Reviewed by Marshall I. Goldman . . . . .	125
Bartels, Robert, <i>The Development of Marketing Thought</i> . Reviewed by Orange A. Smalley . . . . .	126
Smith, C. Aubrey, <i>Fifty Years of Education for Business at the University of Texas</i> . Reviewed by Clarence C. Walton . . . . .	127
Warner, W. Lloyd, <i>The Corporation in the Emergent American Society</i> . Reviewed by Richard S. Kirkendall . . . . .	129
Schlei, Norbert A., <i>State Regulation of Corporate Financial Practices: The California Experience</i> . Reviewed by Gerald D. Nash . . . . .	130
Heilbroner, Robert L., <i>The Making of Economic Society</i> . Reviewed by Douglas F. Dowd . . . . .	131

### NUMBER 3

Chamberlain, John, <i>The Enterprising Americans: A Business History of the United States</i> . Reviewed by Harold F. Williamson . . . . .	279
Manley, Robert and Seon (eds.), <i>The Age of the Manager: A Treasury of Our Times</i> . Reviewed by Alfred D. Chandler, Jr. . . . .	279
Deane, Phyllis and W. A. Cole, <i>British Economic Growth, 1688-1959: Trends and Structure</i> . Reviewed by Barry E. Supple . . . . .	281
Mitchell, B. R., with Phyllis Deane, <i>Abstract of British Historical Statistics</i> . Reviewed by Barry E. Supple . . . . .	281
Teuteberg, Hans J., <i>Geschichte der Industriellen Mitbestimmung in Deutschland</i> . Reviewed by Herman Freudenberger . . . . .	283
Caracciolo, Alberto, <i>Fortunato Cervelli, Ferrarese "Neofita" e la Politica Commerciale dell'Impero</i> . Reviewed by Aldo De Maddalena . . . . .	284
Caracciolo, Alberto, <i>Francesco Trionfi, Capitalista e Magnate d'Ancona</i> . Reviewed by Aldo De Maddalena . . . . .	284

Thompson, Mack, <i>Moses Brown: Reluctant Reformer</i> . Reviewed by Peter J. Coleman . . . . .	289
Rothbard, Murray N., <i>The Panic of 1819: Reactions and Politics</i> . Reviewed by Nathan Miller . . . . .	290
Grodinsky, Julius, <i>Transcontinental Railway Strategy, 1869-1893: A Study of Businessmen</i> . Reviewed by Ralph W. Hidy . . . . .	291
Athearn, Robert G., <i>Rebel of the Rockies: The Denver and Rio Grande Western Railroad</i> . Reviewed by Leonard J. Arrington . . . . .	293
Procter, Ben H., <i>Not Without Honor: The Life of John H. Regan</i> . Reviewed by James A. Tinsley . . . . .	294
Carr, Albert Z., <i>John D. Rockefeller's Secret Weapon</i> . Reviewed by Muriel E. Hidy . . . . .	295
Kelly, Charles J. Jr., <i>The Sky's the Limit: The History of the Airlines</i> . Reviewed by John B. Rae . . . . .	297
Boczek, Boleslaw Adam, <i>Flags of Convenience: An International Legal Study</i> . Reviewed by John G. B. Hutchins . . . . .	298
Sayigh, Yusif A., <i>Entrepreneurs of Lebanon: The Role of the Business Leader in a Developing Economy</i> . Reviewed by Bert F. Hoselitz . . . . .	299
Butlin, S. J., <i>Australia and New Zealand Bank: The Bank of Australasia and the Union Bank of Australia, Limited, 1828-1951</i> . Reviewed by Geoffrey Blainey . . . . .	300
Schumann, Wolfgang, and others, <i>Carl Zeiss Jena: Einst und Jetzt</i> . Reviewed by Wolfram Fischer . . . . .	302
Backman, Jules, <i>The Economics of the Electrical Machinery Industry</i> . Reviewed by Howard F. Bennett . . . . .	303
Wiebe, Robert H., <i>Businessmen and Reform: A Study of the Progressive Movement</i> . Reviewed by Thomas C. Cochran . . . . .	305
Callahan, Raymond E., <i>Education and the Cult of Efficiency: A Study of the Social Forces that Have Shaped the Administration of the Public Schools</i> . Reviewed by Frederick Rudolph . . . . .	307
Rudolph, Frederick, <i>The American College and University: A History</i> . Reviewed by Irwin G. Willie . . . . .	308
Noggle, Burl, <i>Teapot Dome: Oil and Politics in the 1920's</i> . Reviewed by Richard Lowitt . . . . .	309
Brandes, Joseph, <i>Herbert Hoover and Economic Diplomacy: Department of Commerce Policy, 1921-1928</i> . Reviewed by Benjamin W. Klebaner . . . . .	310
McDonald, Forrest, <i>Insull</i> . Reviewed by Vincent P. Carosso . . . . .	312
Friedman, Milton, with Rose D. Friedman, <i>Capitalism and Freedom</i> . Reviewed by Oscar Handlin . . . . .	315
Kolko, Gabriel, <i>Wealth and Power in America: An Analysis of Social Class and Income Distribution</i> . Reviewed by Saul Engelbourg . . . . .	316
National Bureau of Economic Research, <i>The Rate and Direction of Inventive Activity: Economic and Social Factors</i> . Reviewed by Ralph L. Andreano . . . . .	317

#### NUMBER 4

Postan, M. M., E. E. Rich, and Edward Miller (eds.), <i>The Cambridge Economic History of Europe. Volume III, Economic Organization and Policies In the Middle Ages</i> . Reviewed by Fritz Redlich . . . . .	456
Nissim da Pisa, Yehiel, <i>Banking and Finance among Jews in Renaissance Italy</i> :	

<i>A Critical Edition of "The Eternal Life" (Haye Olam).</i> Reviewed by Raymond de Roover . . . . .	458
Miskimin, Harry A., <i>Money, Prices, and Foreign Exchange in Fourteenth-Century France.</i> Reviewed by Richard W. Emery . . . . .	459
Jensen, Arthur L., <i>The Maritime Commerce of Colonial Philadelphia.</i> Reviewed by Benjamin W. Labaree . . . . .	461
Swift, David E., <i>Joseph John Gurney: Banker, Reformer, and Quaker.</i> Reviewed by Thomas P. Govan . . . . .	462
Lent, D. Geneva, <i>West of the Mountains: James Sinclair and the Hudson's Bay Company.</i> Reviewed by Kenneth W. Porter . . . . .	463
Griswold, Wesley S., <i>A Work of Giants: Building the First Transcontinental Railroad.</i> Reviewed by Wallace D. Farnham . . . . .	464
Howard, Robert W., <i>The Great Iron Trail: The Story of the First Transcontinental Railroad.</i> Reviewed by Wallace D. Farnham . . . . .	464
Glaab, Charles N., <i>Kansas City and the Railroads: Community Policy in the Growth of a Regional Metropolis.</i> Reviewed by Charles J. Kennedy . . . . .	466
Zunkel, Rudolf, <i>Der Rheinisch-Westfälische Unternehmer, 1834-1879: Ein Beitrag zur Geschichte des deutschen Bürgertums im 19. Jahrhundert.</i> Reviewed by Rudolf Braun . . . . .	467
Keller, Morton, <i>The Life Insurance Enterprise, 1885-1910: A Study in the Limits of Corporate Power.</i> Reviewed by Abram T. Collier . . . . .	469
White, Gerald T., <i>Formative Years in the Far West: A History of Standard Oil Company of California and Predecessors through 1919.</i> Reviewed by Joe B. Frantz . . . . .	470
Leeston, Alfred M., John A. Crichton, and John C. Jacobs, <i>The Dynamic Natural Gas Industry: The Description of an American Industry from the Historical, Technical, Legal, Financial, and Economic Standpoints.</i> Reviewed by Robert B. Eckles . . . . .	472
Sieber, Günter, <i>Betriebskonzentration, Unternehmenskonzentration und Konzernierung: Eine Statistische Untersuchung über das Ausmass der Konzentrationsentwicklung in der Westdeutschen Industrie.</i> Reviewed by Hans-Helmut Kuhnke . . . . .	473
Phillips, Charles F., Jr., <i>Competition in the Synthetic Rubber Industry.</i> Reviewed by Nancy Norton . . . . .	475
Nevins, Allan and Frank Ernest Hill, <i>Ford: Decline and Rebirth, 1933-1962.</i> Reviewed by John B. Rae . . . . .	476
Dugan, James, <i>American Viking: The Saga of Hans Isbrandtsen and his Shipping Empire.</i> Reviewed by John H. Kemble . . . . .	478
Sheahan, John, <i>Promotion and Control of Industry in Postwar France.</i> Reviewed by James M. Laux . . . . .	479
Wertime, Theodore A., <i>The Coming of the Age of Steel.</i> Reviewed by H. J. Habakkuk . . . . .	480
Fisher, Douglas Alan, <i>The Epic of Steel.</i> Reviewed by H. J. Habakkuk . . . . .	480